



CITY OF LOWELL
DIVISION OF PLANNING AND DEVELOPMENT
PRESS RELEASE



J. Matthew Coggins
Assistant City Manager/DPD Director

Contact: Brian Connors 978.970.4276
June 10, 2003

Anne M. Barton
Deputy Director

LOWELL MARKETING CAMPAIGN NETS TWO AWARDS

LOWELL, MA – The City of Lowell has earned two awards for this year's marketing campaign developed by The City's Division of Planning & Development and O'Sullivan Communications, Inc. of Acton. The first award was presented to the The City of Lowell and The Greater Merrimack Valley Convention & Visitor's Bureau at this year's Massachusetts Office of Travel and Tourism (MOTT) Marketing Awards, where the City won "Best in Show", for its execution of this year's "There's a Lot to Like About Lowell" campaign, which included a fresh new look for its print advertising.

In addition, on June 3rd, The Publicity Club of New England, the region's largest professional organization for public relations specialists, presented O'Sullivan Communications and the City of Lowell with a Bell Ringer Merit Award for Best Organizational Identity Campaign. This is the third Bell Ringer Award for Lowell following its wins in 2000 and 2002.

Nearly every venue in Lowell has experienced a rise in attendance since the launch of the marketing program. "This is a campaign that has had proven success in branding the City of Lowell as one of the region's favorite destination cities," says J. Matthew Coggins, Assistant City Manager. "This year's campaign has definitely taken Lowell to a new level in representing the change in the City over the past few years from urban industrial to urban chic."

Since the inception of the campaign in 1999, Lowell has been featured as one of New England's greatest comeback stories for economic development in more than 150 publications and broadcast outlets, reaching a circulation of around 20 million annually. In addition, the campaign is also widely known for its print and radio advertising including its "There's a lot to Like About Lowell" jingle that has so many New Englanders singing its praise.

##